



CALTRANS REGIONAL OPERATIONS FORUMS

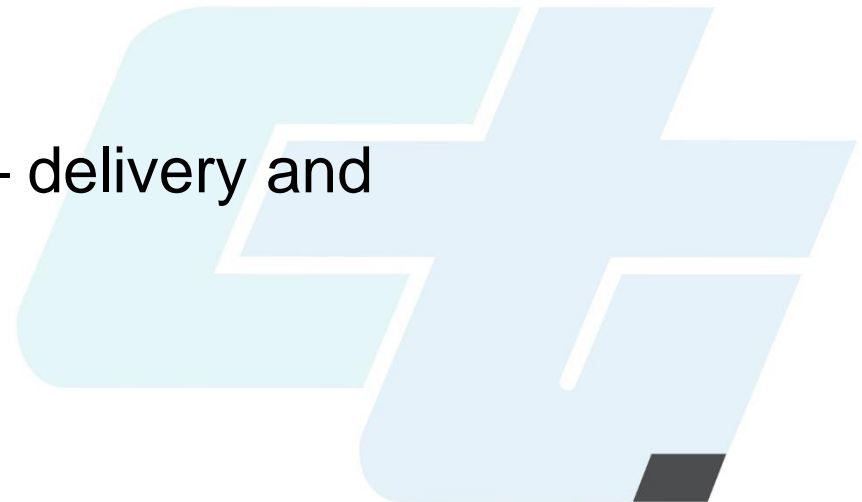
Traveler Information Systems for
Operations





What Role Does Traveler Information Serve?

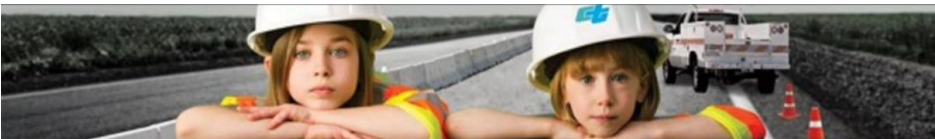
- ▶ A direct link to transportation users
 - ↳ Your customers
- ▶ An integrated and cross-cutting function
 - ↳ Recurring congestion information
 - ↳ Traffic incident management
 - ↳ Emergencies and alerts
 - ↳ Planned events and work zones
- ▶ Extension of agency branding
- ▶ Strong potential for innovation – delivery and partnerships



Evolution of Traveler Information



Evolution of Traveler Information



Caltrans 2,794 Tweets · 258 Following · 3,326 Followers · 120 Likes

Caltrans District 6 @CaltransDist6

Caltrans District 6 builds and maintains State Highways in Fresno, Madera, Kings, Tulare and Kern counties. Click QuickMap link below for live traffic info.

Fresno, CA
quickmap.dot.ca.gov
Joined October 2013
938 Photos and videos

Tweets Tweets & replies Media

Caltrans District 6 @CaltransDist6 · 44m
Helping our neighboring district get the word out about road closures due to the #DeWittFire

Caltrans District 10 @CaltransDist10 · 4h
#UPDATE SR-49 CLOSED from SR-120 to Triangle Road. SR-132 CLOSED from SR-49 to Horseshoe Bend. Visit quickmap.dot.ca.gov for more info

Caltrans District 6 @CaltransDist6 · 4h
Learn more about #SB1 & how those funds will improve CA transportation in the latest edition of the Mile Marker. dot.ca.gov/milemarker/doc...

Caltrans District 6 @CaltransDist6 · 5h
GRAPEVINE, Update: Traffic moving slowly due to overnight big rig collision on Northbound I-5. Right 2 lanes closed. Expect delays. No ETO.

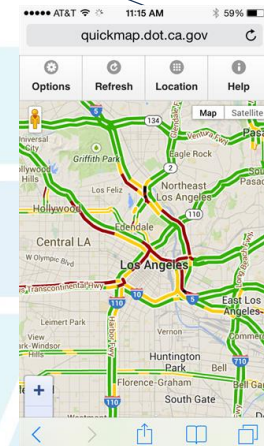
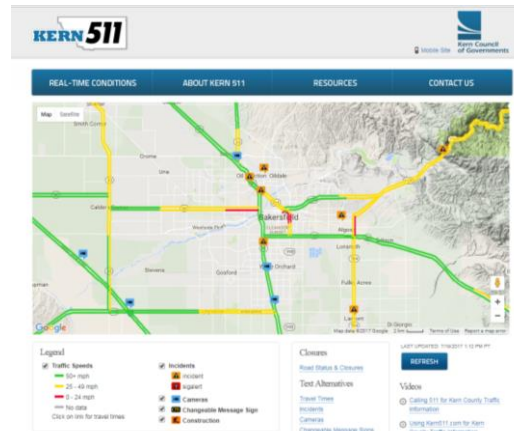
New to Twitter?
Sign up now to get your own personalized timeline!

You may also like · Refresh

- Caltrans HQ** @CaltransHQ
- CHP Central Division** @CHPCentralDiv
- Caltrans District 7** @CaltransDist7
- Caltrans District 5** @CaltransD5



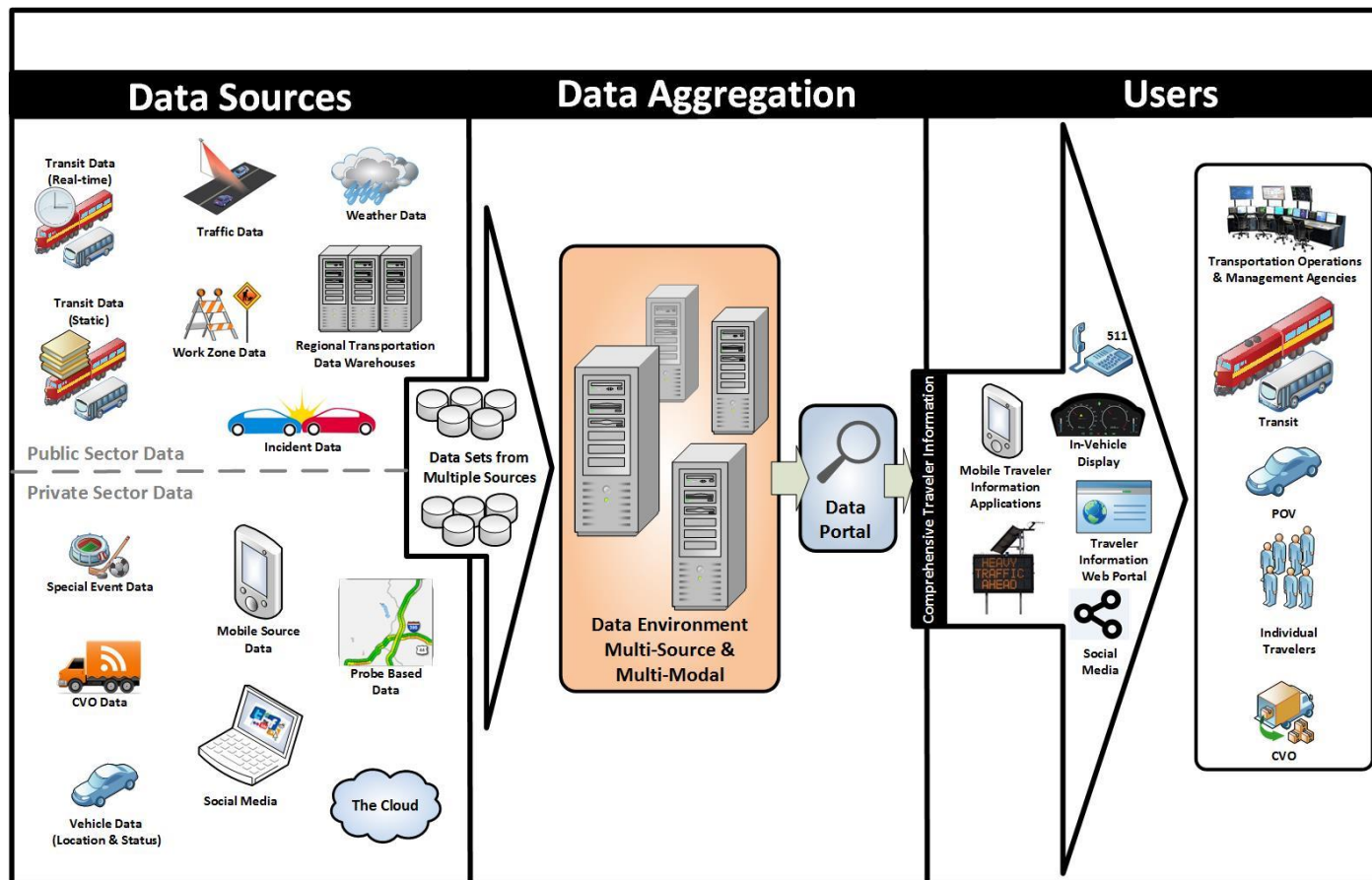
Evolution of Traveler Information



Today's Mobile Environment



Core Components





As users and system operators

- ▶ What are some of the strengths of the strengths of the traveler information capabilities for the 99 corridor?





As users and system operators

- ▶ What are some of the key gaps?





Key Trends Influencing Traveler Information

- ▶ The Business of Data
- ▶ Social Media
- ▶ Business Models and New Roles
- ▶ Industry, Market and Social influences





Key Trend – Challenges with New Data

- ▶ Legacy technology environments
 - ↳ Expansion and consolidation challenges
 - ↳ Siloed environments
- ▶ Just now talking about “the cloud”...
- ▶ Do we trust data if it is “crowdsourced?”
- ▶ Managing unstructured data in a structured environment
- ▶ Resources to manage and innovate
- ▶ Changes to “business as usual”
- ▶ Data security and liability
- ▶ Others?





Key Trend: Social Media

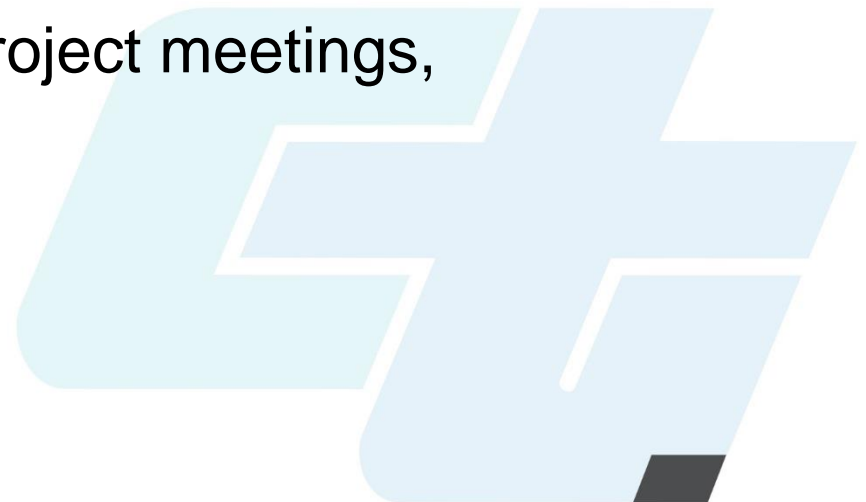
- ▶ Impact of social media on traveler information
- ▶ Emphasis on the end user has raised the profile for social media tools within state DOTs
- ▶ AASHTO Annual Survey
- ▶ Trends, new tools, 'fading' tools





Social Media for Traveler Information

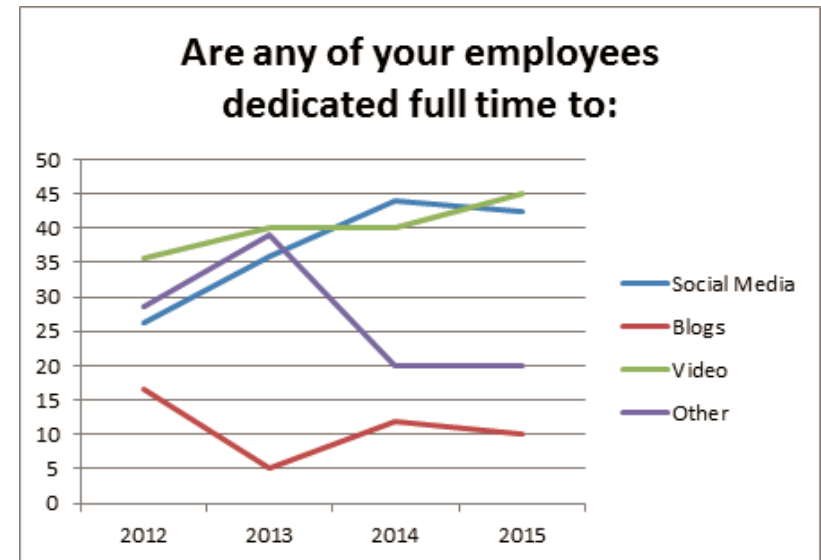
- ▶ Alerts – closures, incidents, lanes blocked
- ▶ Hazards, including weather and disasters
- ▶ Road conditions
- ▶ Special event traffic advisories
- ▶ AMBER Alerts
- ▶ Project information
- ▶ Announcements – public and project meetings, milestones, achievements
- ▶ Safety messages and alerts
- ▶ Public service announcements





New Roles for Agency Social Media Staff

- ▶ Need for social media expertise in agencies
- ▶ Balancing traditional communications roles with demand for new social media tools
- ▶ Size of communications teams not growing in scale with need
- ▶ 42% of DOTs have full time staff for social media





Key Trend – Changing Roles for Public and Private Partners

Traditional Roles

- ▶ Well-defined and distinct roles and strengths
- ▶ Focus on urban area markets and commuters
- ▶ Contracted roles for private sector in ATIS
- ▶ Geographic limitations of agency infrastructure

Today's Roles

- ▶ Overlap for several functions
- ▶ Capability for corridor and multi-state information
- ▶ Self-sustaining private sector models
- ▶ New technologies can broaden coverage



Key Trend – Industry and Market Influences

- ▶ Dynamic market requires nimble customer service approach
- ▶ Rapid technology turnover and short shelf-life of mobile devices
 - ↳ 10-15 years for typical freeway CMS vs.
 - ↳ 1-2 years for mobile operating system
- ▶ Future connected vehicle capabilities
 - ↳ A lot still to be defined
 - ↳ Dependency on auto industry, technology suppliers
 - ↳ Aligning policy, need and resources
 - ↳ Opens up a wealth of potential ATIS data



The Business of Traveler Information...and Data

- ▶ Data is more available, more ubiquitous
 - ↳ Not limited to agency infrastructure
 - ↳ Some agencies very experienced with integrating private sector data into traveler info and ops
- ▶ More “competition” in the industry
 - ↳ Mobile applications (private and media)
 - ↳ Deep supply chain for traveler information
- ▶ What are objectives of private traveler information providers? Are they the same as agencies?

Customer Needs for Information

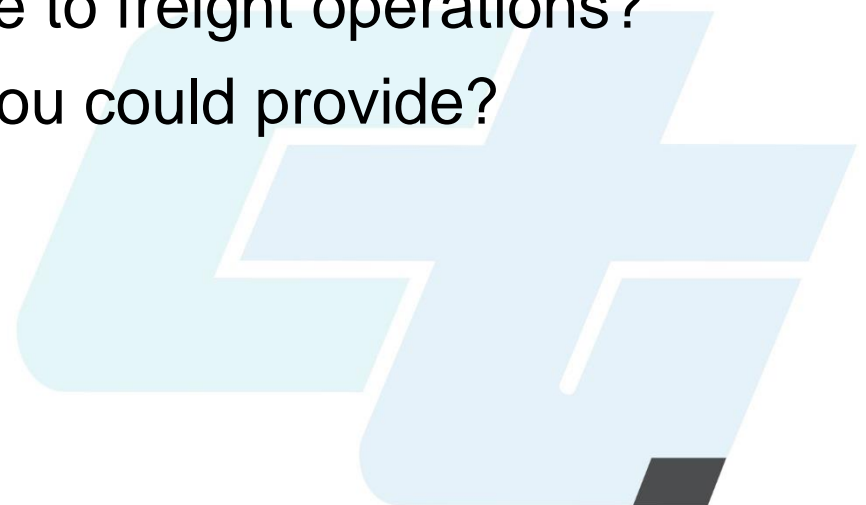
- ▶ Customer needs and expectations for traveler information
 - ↳ Changing at the pace of mobile technology
 - ↳ Defining different customers and their needs
 - ↳ Direct personal impact and connection





Freight Information Needs

- ▶ Freight is a unique customer with some specific information needs:
 - ↳ Long-haul travel
 - ↳ Crossing district and state boundaries
 - ↳ Driver vs. dispatch decision making
- ▶ Challenges with re-routing freight
- ▶ What information do you provide to freight operations?
- ▶ What information do you wish you could provide?





Keeping Freight Informed

WSDOT Trucking and Freight Alert

Short-Term Closures, Incidents, Construction Projects



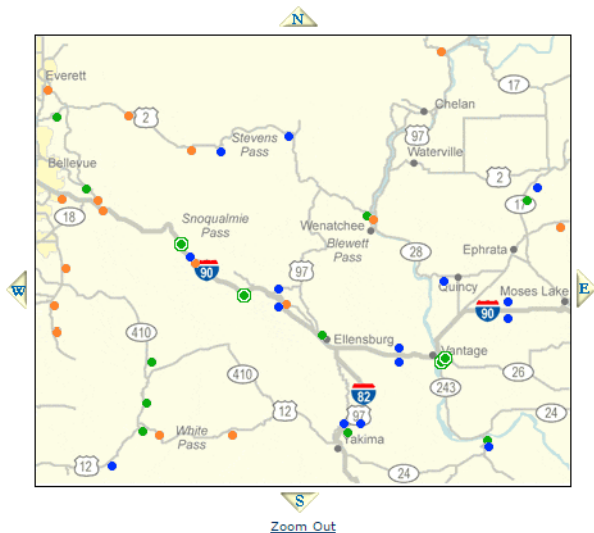
E-Mail or SMS/Text Message



I-90 Both Directions - Snoqualmie Pass:

One hour rock blasting closures scheduled Thursday at 7 p.m. Reopening time depends on the amount of debris that comes down and the slope stability. Crews will close the pass eastbound at Gold Creek, milepost 56, and westbound at Price Creek, milepost 61. No services past exit 53 eastbound and exit 70, westbound during closures. Last Updated: 8/14/2013 8:18 PM

Keeping Freight Informed WSDOT Real Time Restrictions



Zoom in on the map to view more routes.

If you do not see the route you are looking for,
no problems have been reported.

Interstate: **I-90**

US Highways: **US 2 US 12**

State
Highways: **SR 9 SR 10 SR 17 SR 28 SR 123 SR 153 SR 162
SR 165 SR 169 SR 202 SR 203 SR 243 SR 285 SR 410
SR 522 SR 821**

[View all routes](#)

- Recent bridge restrictions added in the last 10 days
- Bridge restriction
- Recent road restrictions added in the last 10 days
- Road restriction
- Rest area

Oversize/Overweight Restrictions	
Showing 8 of 38 Restrictions	Printer Friendly
I-90, MP: 78 to 88, Direction: Both	
New	<p>Date Updated: 5/8/2015 11:04 AM Original Date: 5/8/2015 12:00 AM Effective Monday, May 11th-Thursday, May 14th on I-90 mileposts 78-88 both directions. Westbound: No loads over 12' wide Monday, May 11 from 7am to 4pm. Eastbound: No loads over 12' wide, Tuesday, May 12 through Thursday, May 14, from 7am to 4pm each day.</p> <p>More</p>
I-90, MP: 56 to 64, Direction: E	
New	<p>Date Updated: 5/8/2015 10:47 AM Original Date: 5/8/2015 12:00 AM CURRENT RESTRICTION (5/8 - 5/17) - Eastbound: No loads over 12' wide Friday and Saturday nights, May 8 and 9, and Monday through Friday nights, May 11 through May 15, from 8pm to 9am the following morning. Sunday, May 17 from 6:30am to 1:30pm: No loads over 16' wide. No restrictions westbound.</p> <p>More</p>
I-90, MP: 137, Direction: Both	
New	<p>Date Updated: 5/8/2015 8:43 AM Original Date: 5/11/2015 12:00 AM I-90, Vantage Bridge, both directions - No loads over 14' wide from 6am-6pm each day, Monday, May 11 through Friday, May 15 and Monday, May 18 through Thursday, May 21.</p> <p>More</p>
I-90, MP: 137 to 138, Direction: E	
New	<p>Date Updated: 5/8/2015 8:38 AM Original Date: 5/26/2015 12:00 AM ADVANCE RESTRICTION NOTICE - Eastbound Only - Beginning Tuesday, May 26 through November 1: No loads over 14' wide 24 hours per day, 7 days a week. Possible detour route available via I-82, I-182, and US 395.</p> <p>More</p>
I-90, MP: 136.22 to 138.41, Direction: Both	
New	<p>Date Updated: 5/6/2015 8:32 AM Original Date: 6/1/2015 12:00 AM Effective June 1st-5th from 7:30am to 3:30pm daily. No loads over 10' wide allowed. WSDOT crews will be conducting a bridge inspection at this time.</p> <p>More</p>

WSDOT Commercial Vehicle Website

- Highlights most recent restrictions (bridge and road)



Traveler Info Take Aways

- ▶ Think about what metrics YOU as a user place on traveler information
 - ↳ Accessibility and availability
 - ↳ Accuracy
 - ↳ Relevance
 - ↳ Easy to understand
- ▶ Does your traveler information program align?
- ▶ If not, what changes could be put in place?
- ▶ What are some impacts to implementing enhancements?

